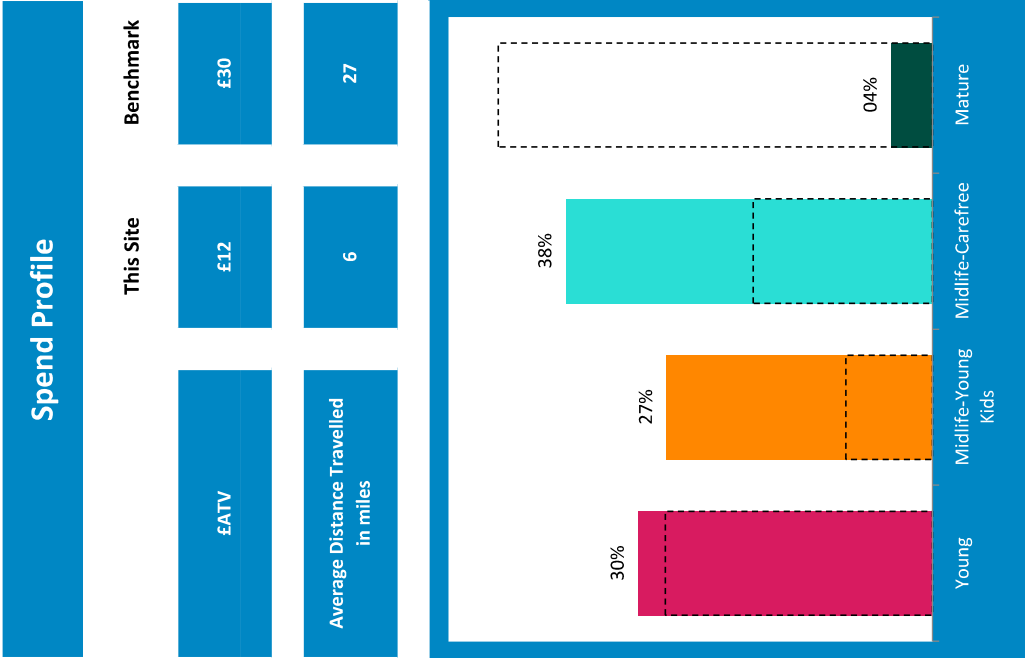
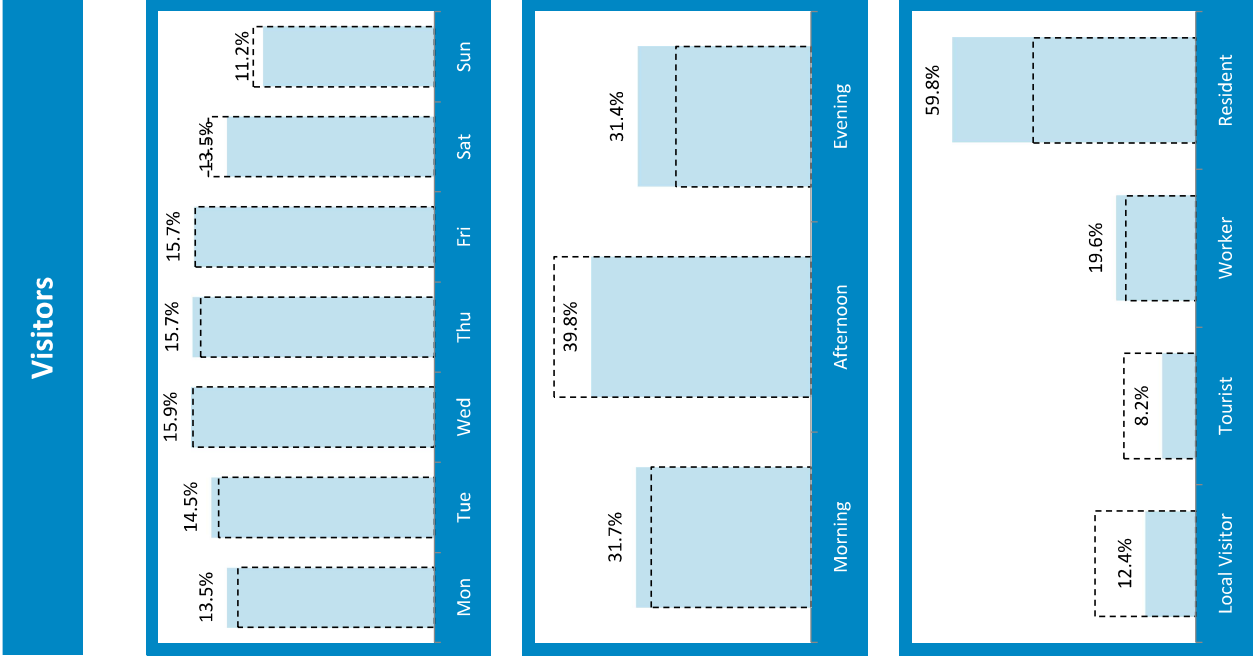


Area Quick Stats			
Total Pop	This Site 10 min WT	7.944	Benchmark 10 min WT
		5,344	
Adult Pop		6.282	4,529
	Affluence	Low	33%
		Medium	38%
		High	27%
Young		29%	28%
	Midlife Young Kids	21%	11%
Midlife Carefree		46%	16%
	Mature	5%	44%
Competition Count		7	43



Catchment Summary - Railway Tavern

Over GB Average
Around GB Average
Under GB Average

*WT= Walktime
**DT= Drivetime

Catchment Size (Counts)			
10 min	20 min	20 min	DT**
WT*	WT*	WT*	WT*

Index vs GB Average			
10 min	20 min	20 min	DT**
WT*	WT*	WT*	WT*

Population
Adults 18+
Competition Pubs
Adults 18+ per Competition Pub
% Adults Likely to Drink

7.944	27.959	926.774
6.282	21.905	706.553
7	24	564
897	913	1.253
79.0%	79.0%	75.0%

149	142	218
139	134	207
16	24	72
131	133	183
99	99	94

Pop. & Adl. 18+ index based on all pubs

Affluence
Low
Medium
High

23.6%	25.9%	39.6%
23.2%	16.2%	32.6%
53.2%	57.4%	27.3%

71	78	119
61	42	85
194	209	99

*Affluence does not include Not Private Households

Mean Net Disposable income (£pa)

£24.929	£26.135	£22.148
---------	---------	---------

110	116	98
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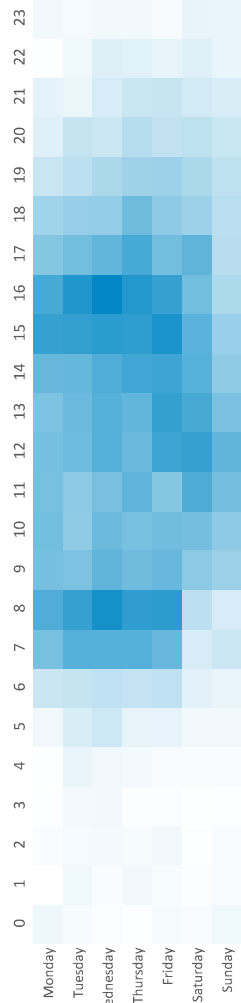
Age Profile
18-24
25-34
35-44
45-64
65+

577	2.055	79.429
1.067	3.465	140.344
1.337	4.277	149.863
2.055	7.627	221.572
1.246	4.481	115.345

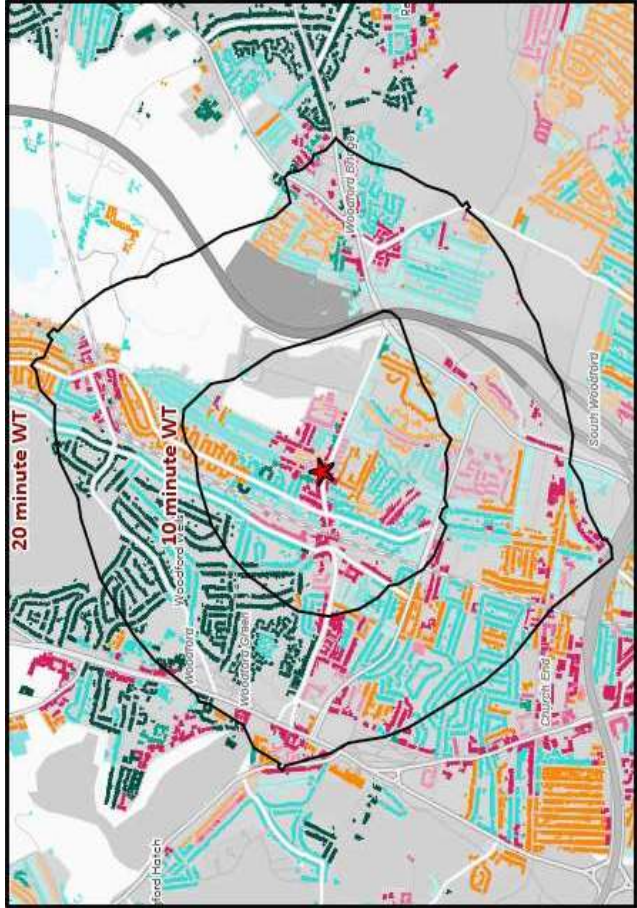
85	86	101
99	92	112
125	113	120
103	109	95
82	83	65

Mobile Data Summary

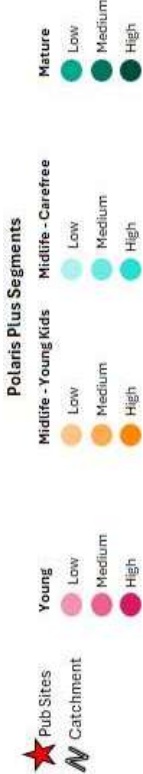
Time of Day/Day of Week



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Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**

Young	1.810	6.423	186.374	104	105	95
Midlife - Young Kids	1.288	4.161	263.992	188	174	342
Midlife - Carefree	2.865	8.745	210.641	289	253	189
Mature	319	2.472	41.613	11	25	13
Not Private Households	0	104	3.933	0	3.924	4.601
Total	6.282	21.905	706.553			



Per Pub - Railway Tavern

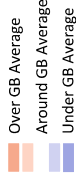
Per Pub Analysis		10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Adults 18+ 6.282 21.905 706.553

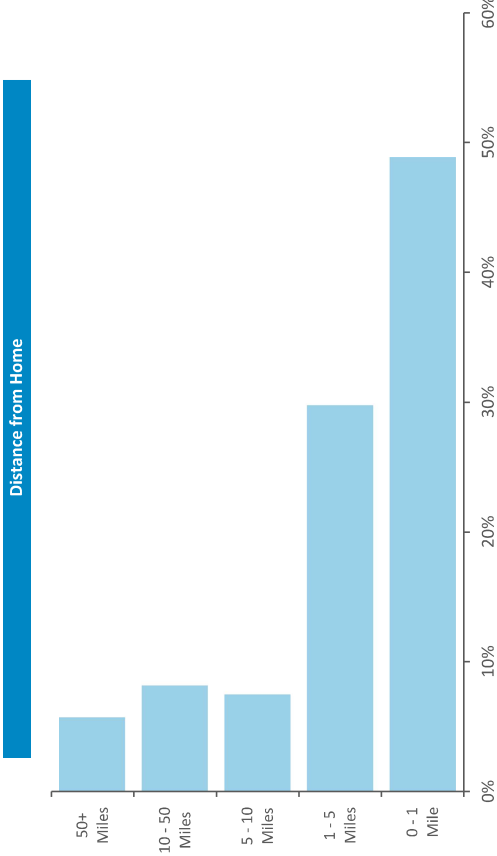
Number of Competition Pubs 7 24 564

Adults 18+ per Competition Pub 897 913 1.253

WT= Walktime, DT= Drivetime



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	324	5,2%	66
Family Pub Dining	0	428	6,8%	75
Great Pub Great Food	0	1.193	19,0%	113
Leisure	1	627	10,0%	99
Mainstream	1	644	10,3%	74
Premium	2	981	15,6%	109
Restaurant	3	1.684	26,8%	116
Super Premium	0	399	6,4%	162

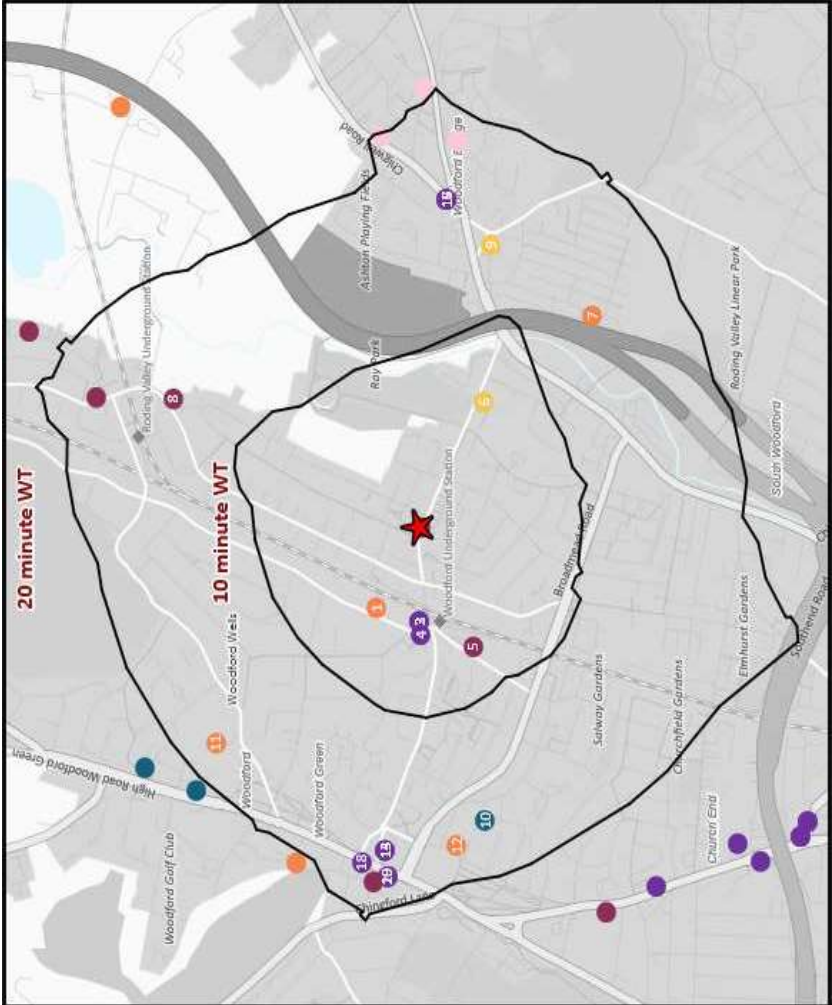


20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	1.162	5,3%	68
Family Pub Dining	0	1.489	6,8%	75
Great Pub Great Food	2	4.184	19,1%	114
Leisure	3	2.181	10,0%	99
Mainstream	2	2.237	10,2%	73
Premium	5	3.352	15,3%	107
Restaurant	11	5.824	26,6%	115
Super Premium	1	1.367	6,2%	159

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	38	56.292	8,0%	102
Family Pub Dining	19	62.867	8,9%	98
Great Pub Great Food	34	111.755	15,8%	95
Leisure	105	69.518	9,8%	98
Mainstream	77	90.519	12,8%	92
Premium	80	102.223	14,5%	101
Restaurant	190	176.396	25,0%	108
Super Premium	21	32.923	4,7%	119

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Competition - Railway Tavern



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
18	Pizzeria Bel-Su	IG 8 0XE	Independent Free	Restaurant	19.5%	0.75
19	Mojo's Brasserie	IG 8 0XG	Independent Free	Restaurant	15.2%	0.77
4	Rosso	IG 8 0HL	Independent Free	Restaurant	14.3%	0.23
14	Storia	IG 8 0XA	Scuzi Ltd	Restaurant	12.6%	0.71
20	Miller and Carter	IG 8 0XG	Mitchells & Butlers	Restaurant	11.6%	0.77
9	Uplands Social Club	IG 8 8EF	Independent Free	Mainstream	7.1%	0.64
0	Railway Tavern	IG 8 7HY	Star Pubs & Bars	Premium	5.8%	0.00
2	Seasons	IG 8 0HQ	Independent Free	Restaurant	4.2%	0.21
8	Bancroft Rugby Club	IG 9 6JD	Independent Free	Premium	3.4%	0.64
10	Woodford Rugby Club	IG 8 9JN	Independent Free	Super Premium	3.0%	0.66
15	Kyto	IG 8 8AL	Independent Free	Restaurant	2.2%	0.72
7	South Woodford Cricket Club	IG 8 8JP	Independent Free	Leisure	0.8%	0.61
12	Woodford Green Cricket Club	IG 8 9EZ	Independent Free	Leisure	0.2%	0.70
1	Woodford Bowl Club	IG 8 0JA	Independent Free	Leisure	0.0%	0.20
3	White Swan	IG 8 0HQ	Independent Free	Restaurant	0.0%	0.21
5	Tamar Club	IG 8 0AL	Independent Free	Premium	0.0%	0.29
6	Woodford Town Football Club	IG 8 7JJ	Independent Free	Mainstream	0.0%	0.31
11	Woodford Wells Cricket Club	IG 8 0NL	Independent Free	Leisure	0.0%	0.67
13	Mezze Ocakbasi	IG 8 0XA	Independent Free	Restaurant	0.0%	0.71
16	Ghandi Tandoori Restaurant	IG 8 8AL	Independent Free	Restaurant	0.0%	0.72
17	Jaipur	IG 8 8AL	Independent Free	Restaurant	0.0%	0.72

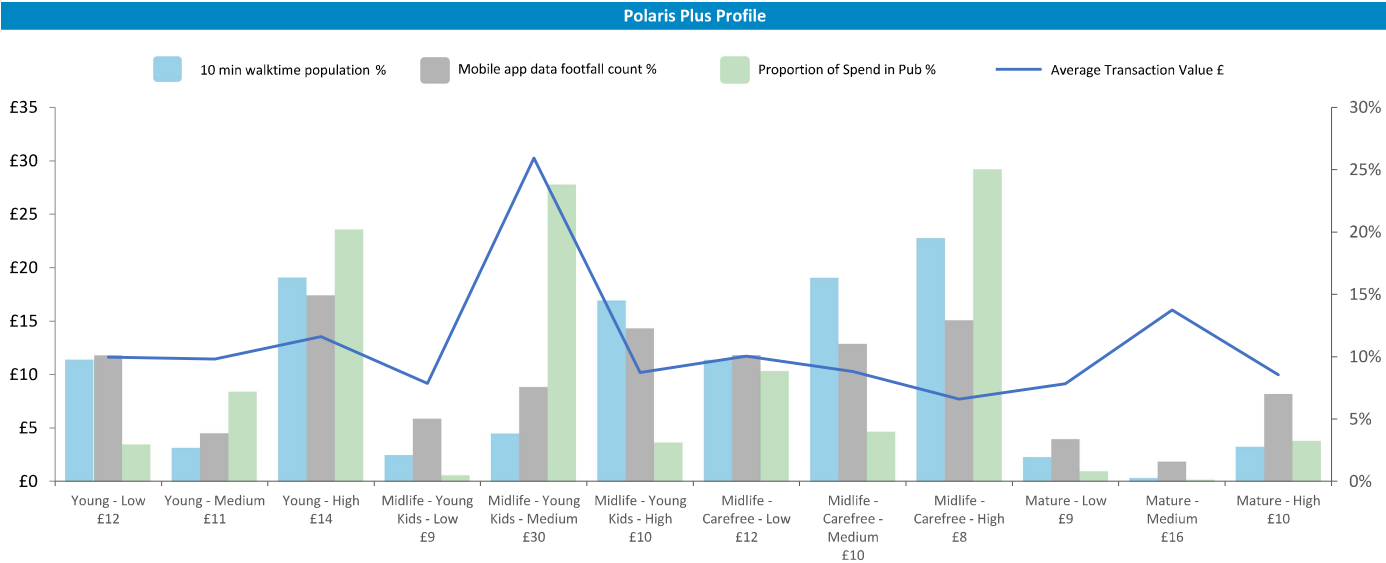
* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

Catchment Summary - Railway Tavern



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CGA ID	Name	Postcode	Operator	Segment	Sparsity
58144	Railway Tavern	IG 8 7HY	Star Pubs & Bars	Premium	4



See the Glossary page for further information on the above variables

Catchment Summary - Railway Tavern

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Over GB Average
Around GB Average
Under GB Average

*WT= Walktime, **DT= Drivetime

	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	7,944	27,959	926,774	149	142	218
Adults 18+	6,282	21,905	706,553	139	134	207
Competition Pubs	7	24	564	16	24	72
Adults 18+ per Competition Pub	897	913	1,253	131	133	183
% Adults Likely to Drink	79,0%	79,0%	75,0%	99	99	94

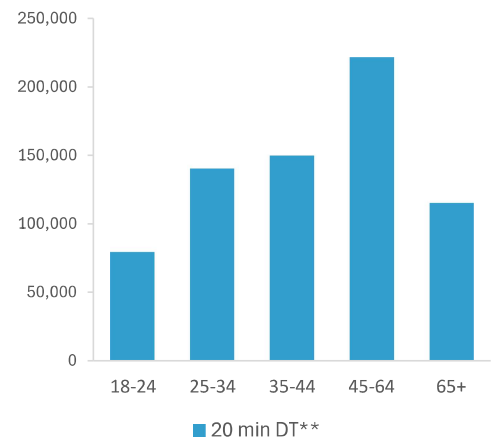
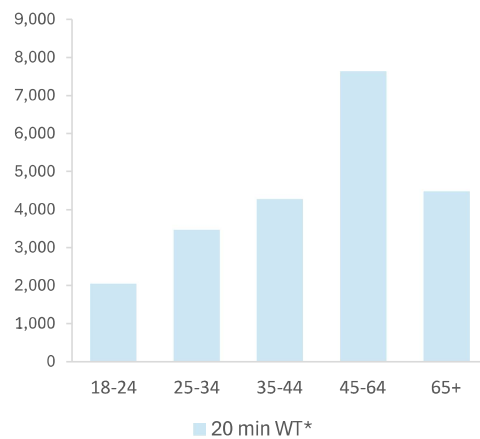
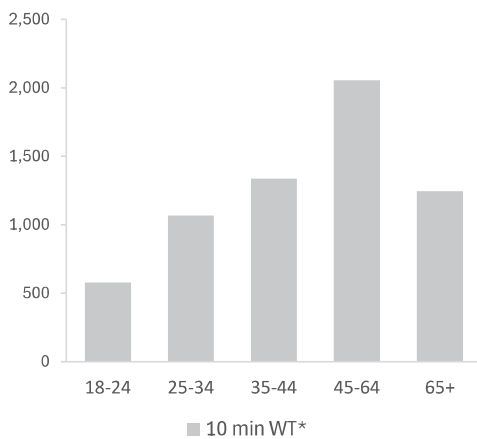
Population & Adults 18+ index is based on all pubs

Affluence	Low	23,6%	25,9%	39,6%	71	78	119
	Medium	23,2%	16,2%	32,6%	61	42	85
	High	53,2%	57,4%	27,3%	194	209	99

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£24,929	£26,135	£22,148	110	116	98
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Age Profile	18-24	577	2,055	79,429	85	86	101
	25-34	1,067	3,465	140,344	99	92	112
	35-44	1,337	4,277	149,863	125	113	120
	45-64	2,055	7,627	221,572	103	109	95
	65+	1,246	4,481	115,345	82	83	65

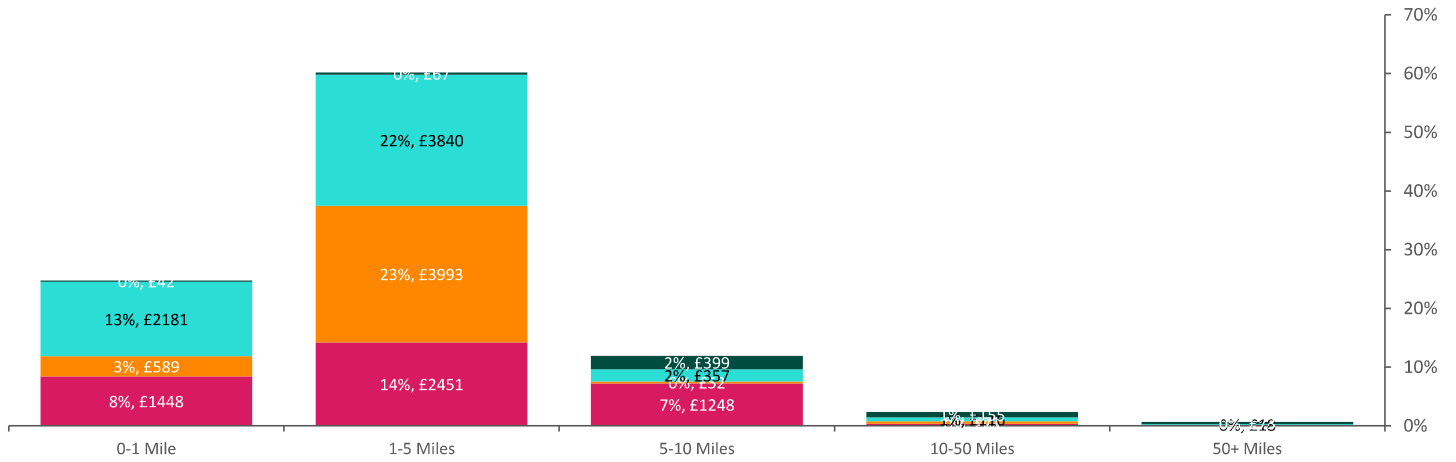


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	3,885 (49%)	13,706 (49%)	454,650 (49%)	100	100	100
	Female	4,059 (51%)	14,253 (51%)	472,124 (51%)	100	100	100
Economic Status (16+)	Employed: Full-time	2,315 (36%)	7,842 (35%)	229,669 (31%)	105	102	92
	Employed: Part-time	679 (11%)	2,424 (11%)	89,902 (12%)	88	90	103
	Self employed	919 (14%)	3,225 (14%)	97,574 (13%)	154	154	144
	Unemployed	241 (4%)	800 (4%)	31,004 (4%)	136	129	154
	Full-time student	120 (2%)	406 (2%)	20,991 (3%)	75	72	115
	Retired	1,100 (17%)	4,039 (18%)	95,923 (13%)	78	82	60
	Other	1,086 (17%)	3,857 (17%)	167,063 (23%)	95	96	128
Total Worker Count		1,717	5,360	233,541			

See the Glossary page for further information on the above variables

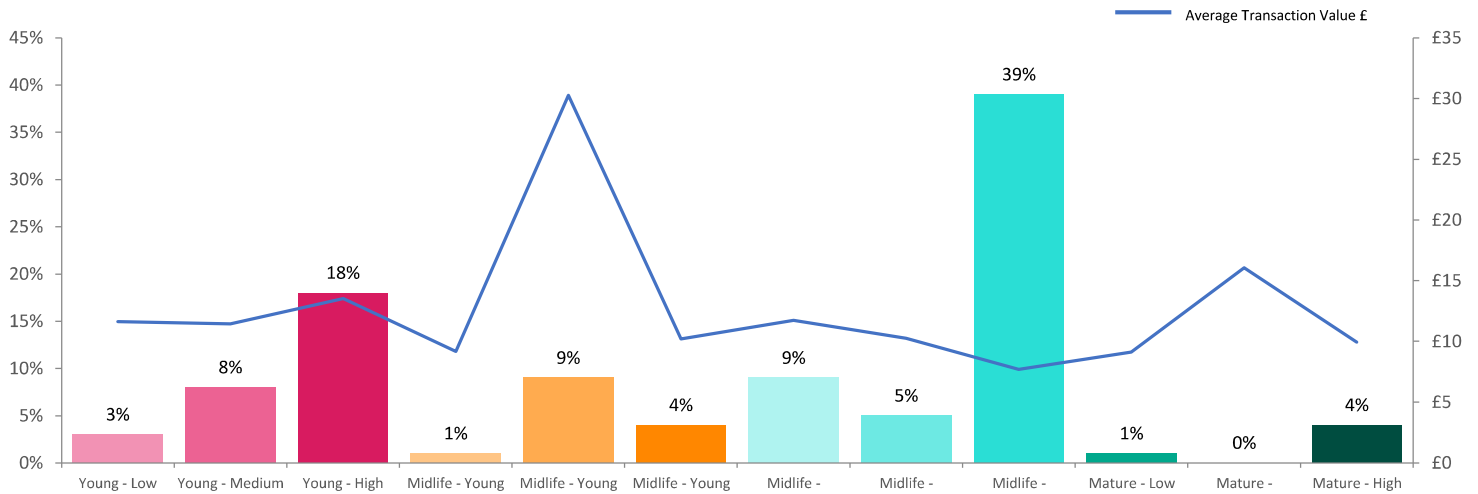
Transactional Data Summary - Railway Tavern

Spend by Polaris and Distance from Home



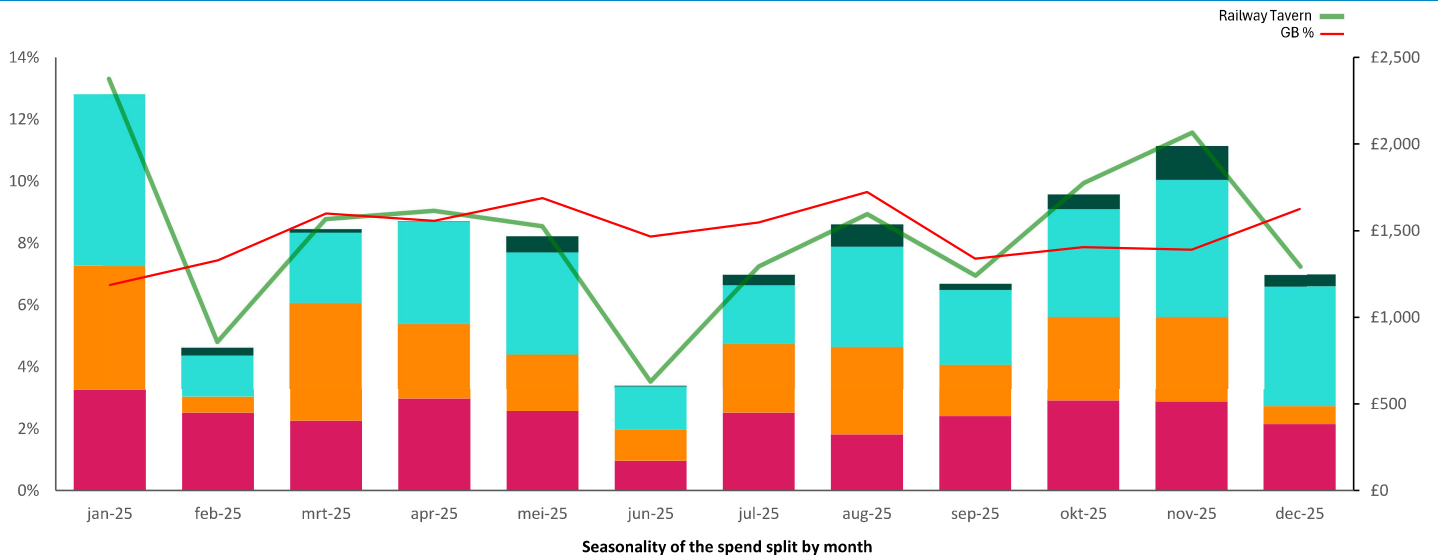
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% of Transactions and Average Transaction Values (£) by Polaris Plus

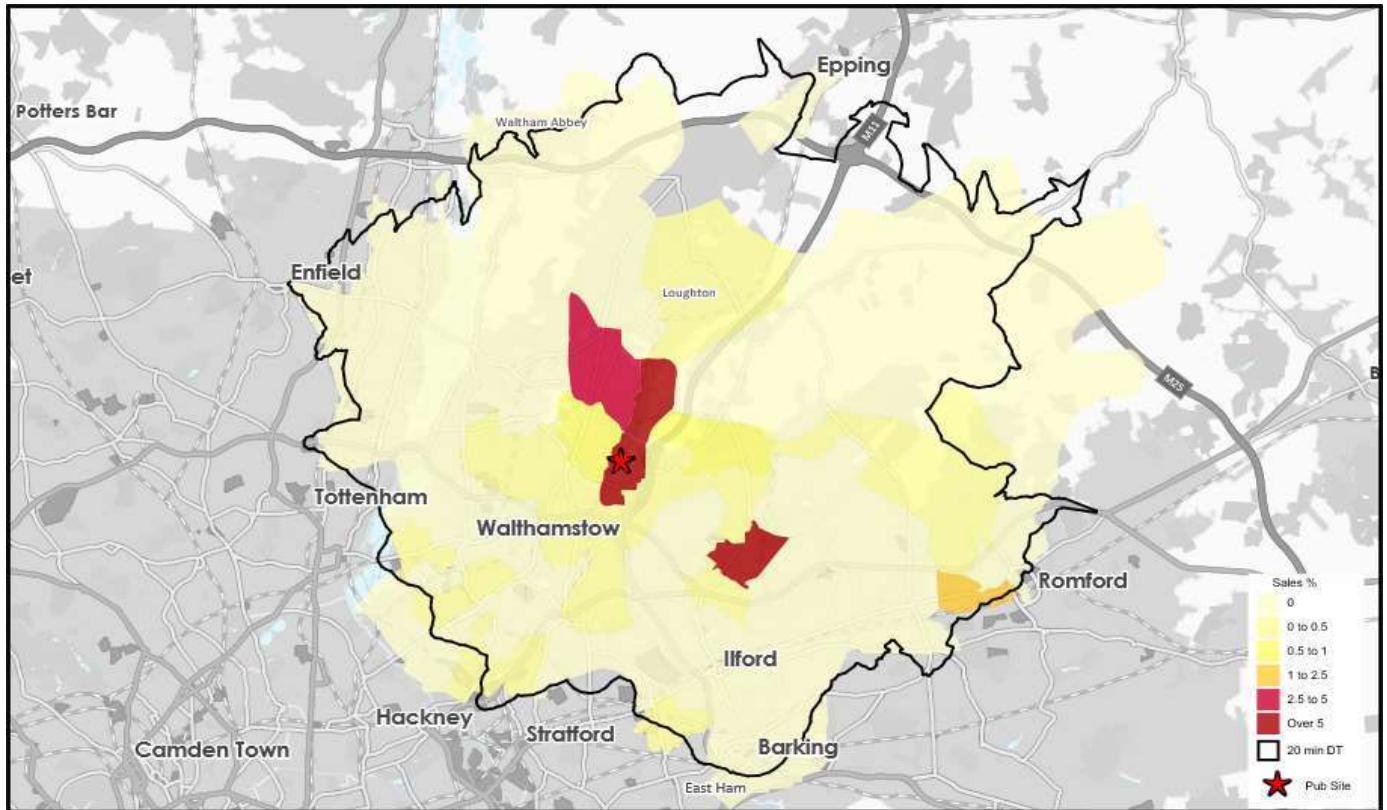


Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris

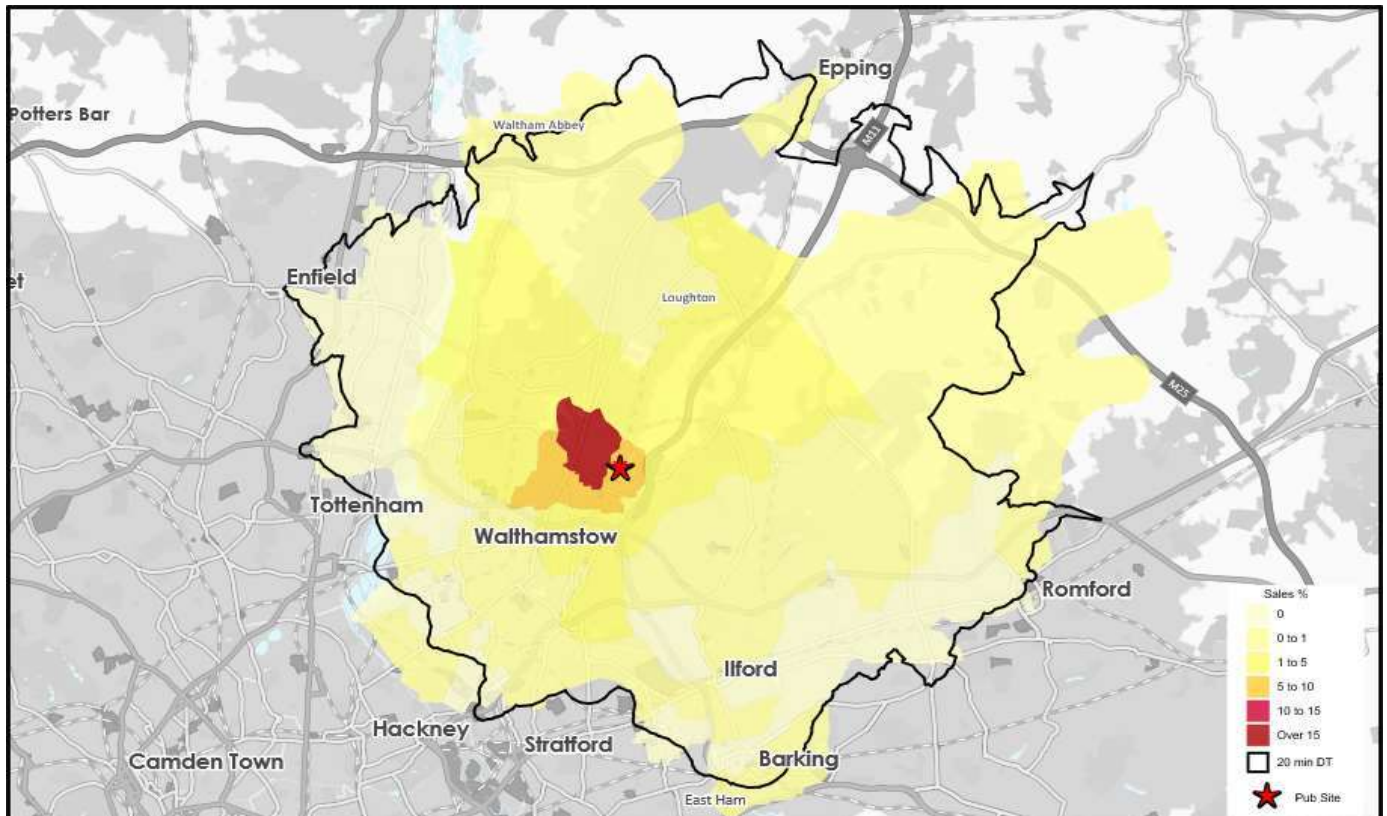


Railway Tavern Share of Spend from Postcode Sectors within 20 minute Drive



Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

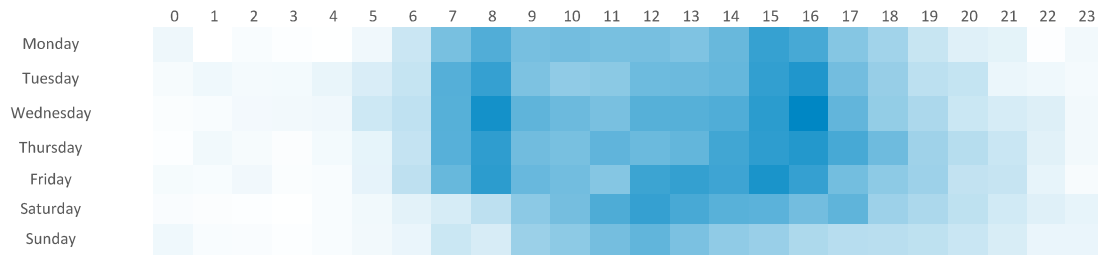
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Railway Tavern



Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

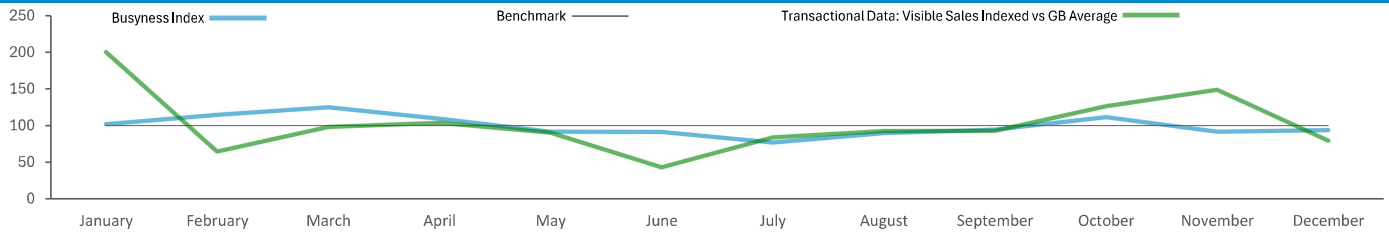
Mobile Data Summary - Railway Tavern

Time of Day/Day of Week



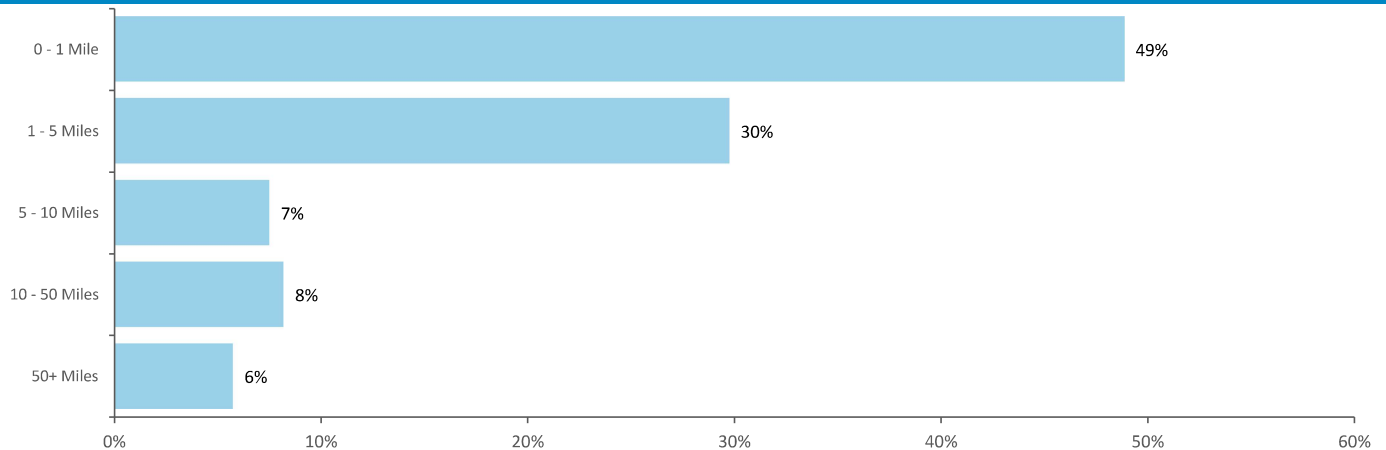
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

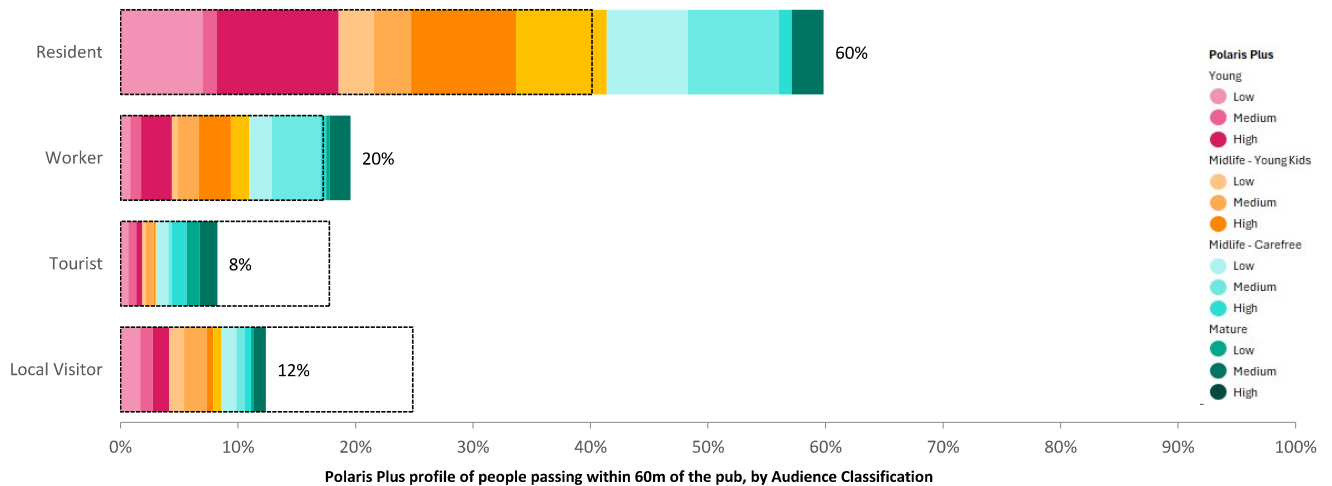
Distance from Home



Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

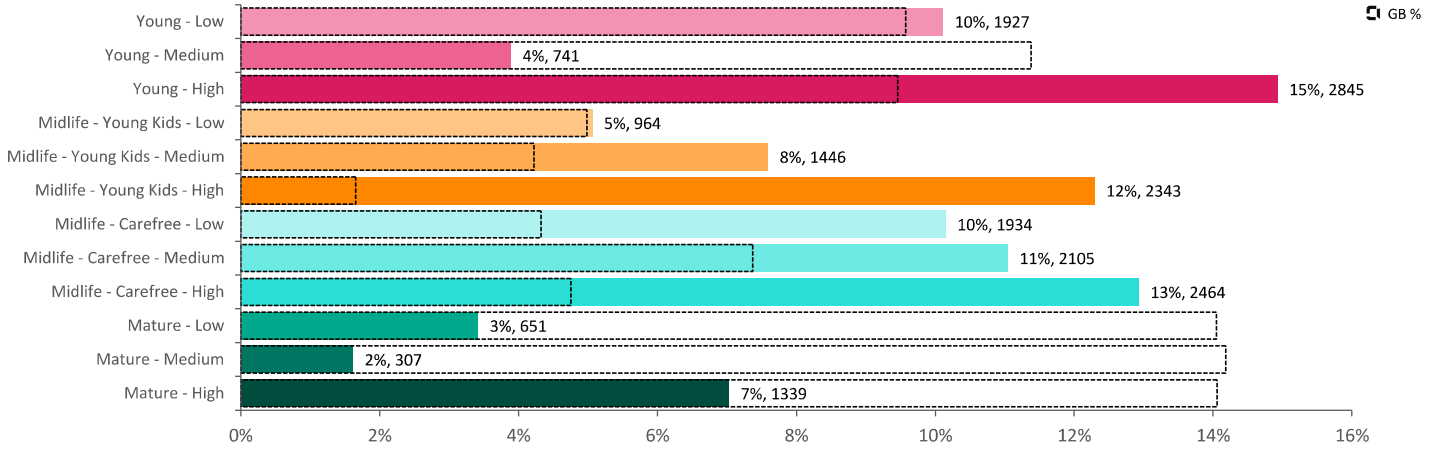
Audience Classification by Polaris Plus

Base: GB



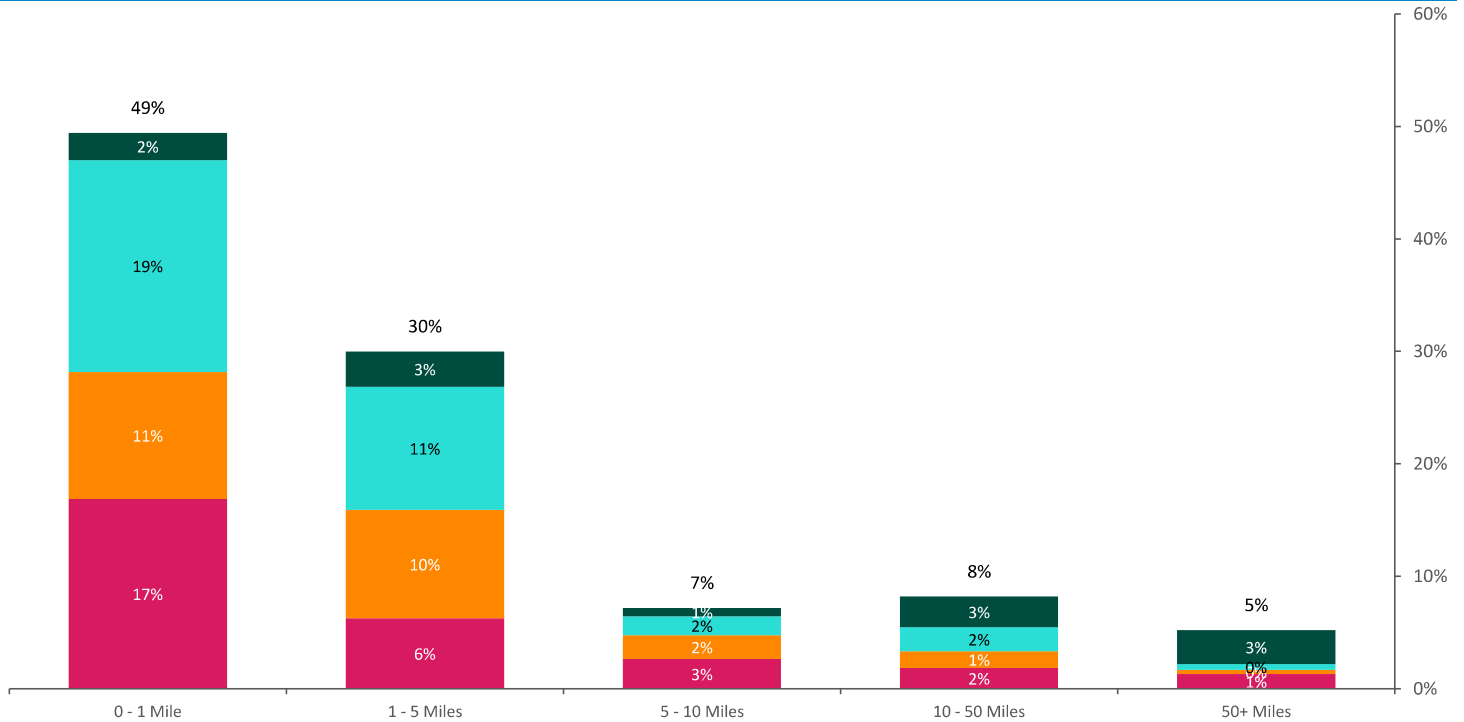
Mobile Data Summary - Railway Tavern

Polaris Plus Profile



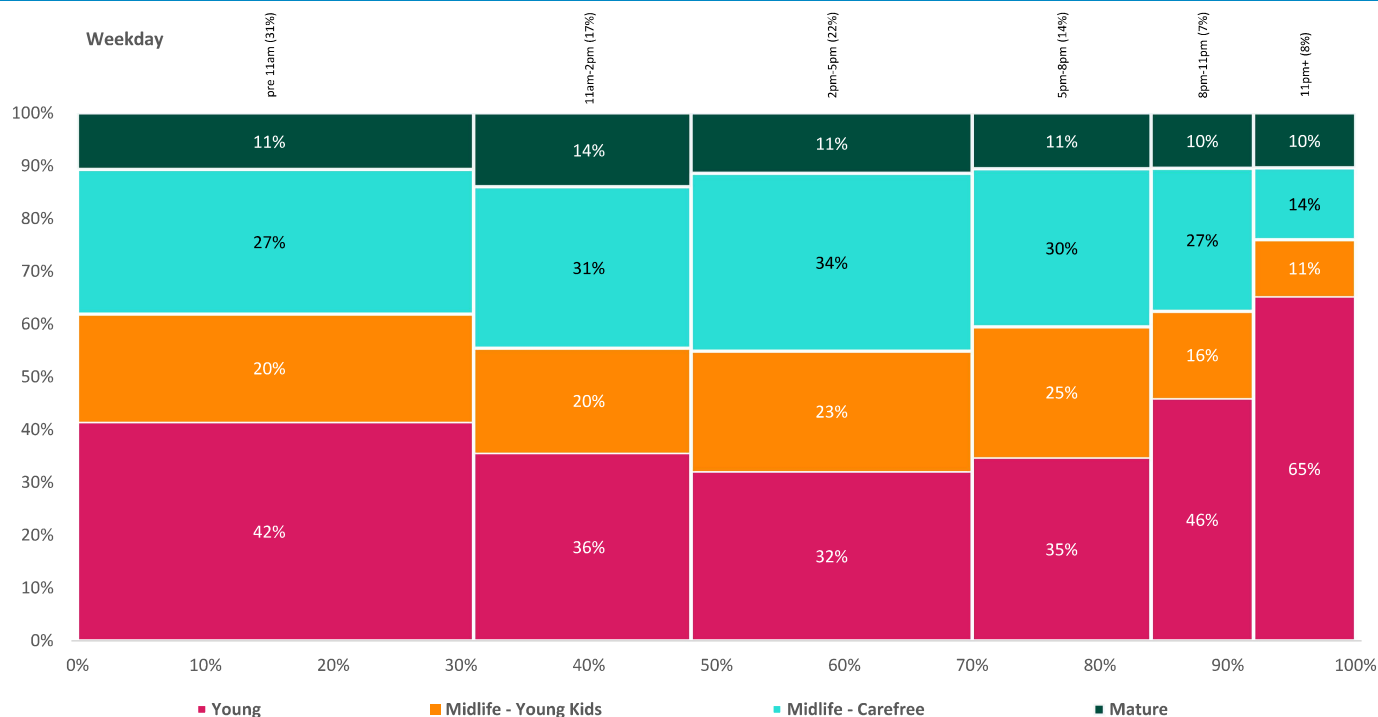
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



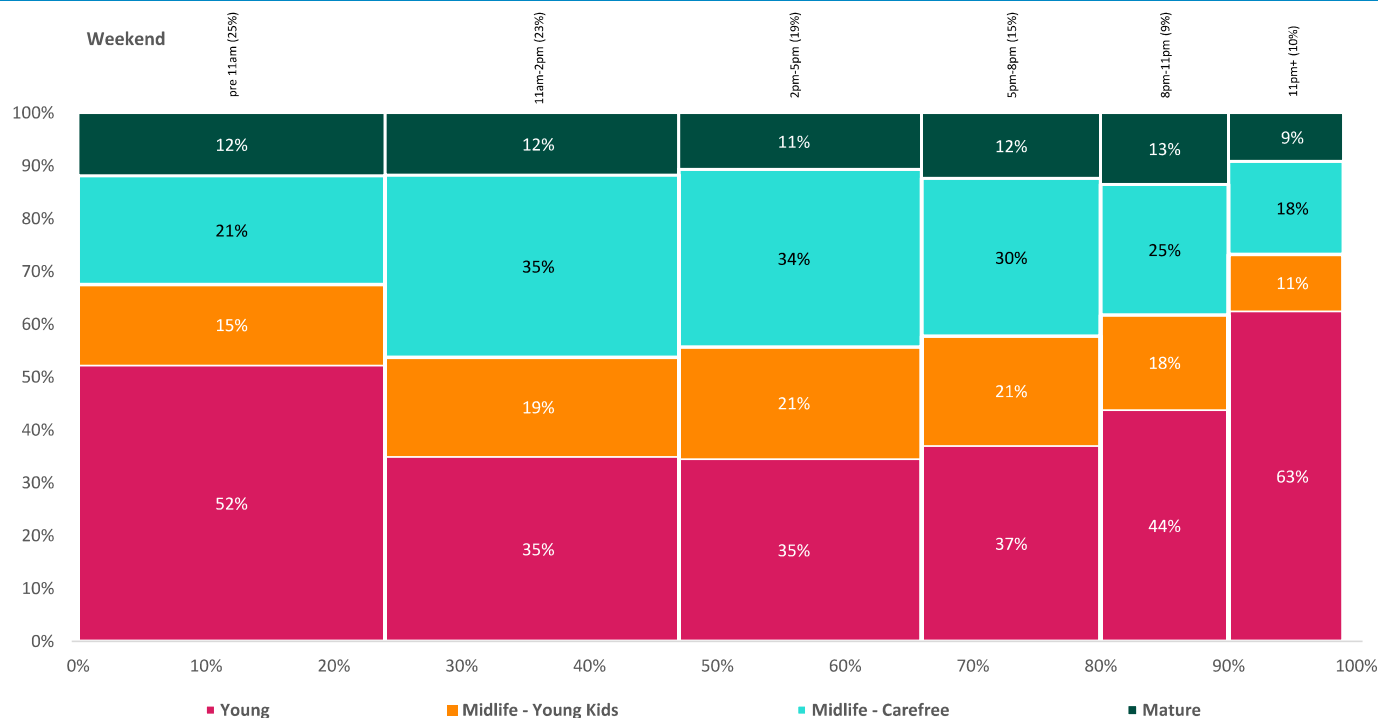
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Time of Day by Polaris: Weekday (Monday to Friday)



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		796	578	596	350	183	194	2,697
Midlife - Carefree		2,040	1,264	1,756	991	473	253	6,778
Midlife - Young Kids		1,518	818	1,182	816	286	199	4,820
Young		3,091	1,472	1,676	1,151	803	1,218	9,410
All		7,446	4,131	5,210	3,309	1,745	1,865	23,706

Time of Day by Polaris: Weekend (Saturday and Sunday)



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		230	209	155	141	100	69	904
Midlife - Young Kids		399	613	489	342	184	133	2,160
Midlife - Carefree		293	333	305	235	132	80	1,378
Mature		1,014	623	503	425	325	472	3,362
All		1,937	1,777	1,452	1,144	741	754	7,804

Time of day and busyness from within a 60m radius of the pub calculated using GPS data

Polaris Plus Summary - Railway Tavern



Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young						
Low	612	2,581	80.987	99	120	117
Medium	171	521	59.084	25	22	76
High	1,027	3,321	46.303	245	227	98
Midlife - Young Kids						
Low	134	353	70.499	38	29	178
Medium	243	684	129.211	87	71	414
High	911	3,124	64.282	1,242	1,221	779
Midlife - Carefree						
Low	613	2,325	116.091	229	249	386
Medium	1,026	2,327	39.139	228	148	77
High	1,226	4,093	55.411	427	409	172
Mature						
Low	124	421	12.086	15	14	13
Medium	19	19	2.761	2	1	2
High	176	2,032	26.766	19	62	25
Not Private Households	0	104	3.933	0	44	52
Total	6,282	21,905	706,553			

Over GB Average

Around GB Average

Under GB Average

CGA Summary - Railway Tavern



Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Railway Tavern	IG 8 7HY	Star Pubs & Bars	Premium	5,8%	91,3%	0,00
1	Woodford Bowl Club	IG 8 0JA	Independent Free	Leisure	0,0%	0,0%	0,20
2	Seasons	IG 8 0HQ	Independent Free	Restaurant	4,2%	89,1%	0,21
3	White Swan	IG 8 0HQ	Independent Free	Restaurant	0,0%	0,0%	0,21
4	Rosso	IG 8 0HL	Independent Free	Restaurant	14,3%	84,4%	0,23
5	Tamar Club	IG 8 0AL	Independent Free	Premium	0,0%	0,0%	0,29
6	Woodford Town Football Club	IG 8 7JJ	Independent Free	Mainstream	0,0%	0,0%	0,31
7	South Woodford Cricket Club	IG 8 8JP	Independent Free	Leisure	0,8%	61,9%	0,61
8	Bancroft Rugby Club	IG 9 6JD	Independent Free	Premium	3,4%	87,7%	0,64
9	Uplands Social Club	IG 8 8EF	Independent Free	Mainstream	7,1%	95,6%	0,64
10	Woodford Rugby Club	IG 8 9JN	Independent Free	Super Premium	3,0%	86,9%	0,66
11	Woodford Wells Cricket Club	IG 8 0NL	Independent Free	Leisure	0,0%	0,0%	0,67
12	Woodford Green Cricket Club	IG 8 9EZ	Independent Free	Leisure	0,2%	82,6%	0,70
13	Mezze Ocakbasi	IG 8 0XA	Independent Free	Restaurant	0,0%	0,0%	0,71
14	Storia	IG 8 0XA	Scuzi Ltd	Restaurant	12,6%	85,7%	0,71
15	Kyto	IG 8 8AL	Independent Free	Restaurant	2,2%	75,0%	0,72
16	Ghandi Tandoori Restaurant	IG 8 8AL	Independent Free	Restaurant	0,0%	0,0%	0,72
17	Jaipur	IG 8 8AL	Independent Free	Restaurant	0,0%	0,0%	0,72
18	Pizzeria Bel-Su	IG 8 0XE	Independent Free	Restaurant	19,5%	77,2%	0,75
19	Mojos Brasserie	IG 8 0XG	Independent Free	Restaurant	15,2%	74,0%	0,77
20	Miller and Carter	IG 8 0XG	Mitchells & Butlers	Restaurant	11,6%	77,9%	0,77

Distance: < 0.25 mile

0.5-0.75 mile

1+ mile

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations

** Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location

CGA Summary - Railway Tavern

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■ Over GB Average
■ Around GB Average
■ Under GB Average

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	6.282	21.905	706.553
Number of Competition Pubs	7	24	564
Adults 18+ per Competition Pub	897	913	1.253

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	324	5,2%	66
Family Pub Dining	0	428	6,8%	75
Great Pub Great Food	0	1.193	19,0%	113
Leisure	1	627	10,0%	99
Mainstream	1	644	10,3%	74
Premium	2	981	15,6%	109
Restaurant	3	1.684	26,8%	116
Super Premium	0	399	6,4%	162

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	1.162	5,3%	68
Family Pub Dining	0	1.489	6,8%	75
Great Pub Great Food	2	4.184	19,1%	114
Leisure	3	2.181	10,0%	99
Mainstream	2	2.237	10,2%	73
Premium	5	3.352	15,3%	107
Restaurant	11	5.824	26,6%	115
Super Premium	1	1.367	6,2%	159

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	38	56.292	8,0%	102
Family Pub Dining	19	62.867	8,9%	98
Great Pub Great Food	34	111.755	15,8%	95
Leisure	105	69.518	9,8%	98
Mainstream	77	90.519	12,8%	92
Premium	80	102.223	14,5%	101
Restaurant	190	176.396	25,0%	108
Super Premium	21	32.923	4,7%	119

Category	Explanation																																													
Population	The population count within the specified catchment																																													
Gender	Counts of Males and Females within the specified catchment																																													
Affluence	Affluence is based on the disposable income level of the group relative to its age level. CACI calculates disposable income as gross income minus essential outgoings. Essential outgoings are: Tax & national insurance contributions, Food & clothing costs, Mortgage & rents, Council tax, utilities, water & structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs. Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1 Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2 High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3																																													
Age Profile	Counts of residents by Age band																																													
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.																																													
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+ Full-time: In full-time employment Part-time: In part-time employment Self employed: In full-time or part-time employment, with or without employees Unemployed: Unemployed, not currently working but are actively seeking Retired: a person who has retired from a working or professional career Other: Includes long term sick, disabled, looking after home/family																																													
Index vs GB Average	The index is a comparison between the target catchment area % and the GB base % for a set of variables. An index of 100 means the catchment area is in line with GB. Less than 100: there is a lower catchment area % than the GB. Greater than 100 means that you have a higher % of customers in your catchment area for that particular variable than you would expect compared to GB																																													
Over GB Average	Index value is >= 120																																													
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Around GB Average	Index value is >= 95 and < 105																																													
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Polaris Segmentation																																														
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																														
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The data on the map and in the table originates from CGA. They collect licensed premise data, anywhere with a liquor license, for example; hotels, sports, clubs, restaurants, pubs, etc.																																														
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Competition Pubs are the following HUK Segments: Classic, Family Pub Dining, Great Pub Great Food, Leisure, Mainstream, Premium, Restaurant, Super Premium																																														
Mobile data																																														
Mobile App data identifies where consumers are at specific times of day, week and year, using GPS data and gives a better understanding of which consumers are likely to be using which pubs and when. The data is measuring anyone from within a 60m radius from the pub.																																														
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Resident: Lives in the area. Worker: Works in the area but doesn't live there. Local Tourist: Doesn't live or work in the area, comes from up to 6km-25km away. Tourist: Doesn't live or work there, comes from 25km+ away.																																														
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Acorn is a geodemographic segmentation of the UK's population. It segments households, postcodes and neighbourhoods into 7 categories, 22 groups and 65 types. By analysing significant social factors and population behaviour, it provides precise information and an in-depth understanding of the different types of people.																																														
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